

IN THE CLAIMS:

Please amend the claims as indicated below:

- - 1. (Currently Amended) A point-of-purchase cantilevered display assembly comprising:
an attachable, [] detachable, [] exchangeable advertising distal display portion comprising electrical lighting system;

an intermediate hanger which is pivotable and to which the advertising display portion at a proximal end thereof is selectively attached and detached;

an intermediate mounting base member contiguous with a proximal end of the hanger and in respect to which the hanger is pivotable;

a clamping portion contiguous with the mounting base member which clampingly engages a molding strip so that weight of assembly is transferred to the molding strip;

a return mechanism extending between the hanger and the mounting base member accommodating displacement of the display portion and the hanger portion between pivoted and non-pivoted positions. - -

- - 2. (Currently Amended) A cantilevered display assembly comprising:

a source of electrical power;

a distal advertising display segment comprising at least one source of illumination connected to the source of power and a frame peripherally disposed in respect to an advertising area, the display segment further comprising a pivotable mounting hanger portion distally connected to the frame at a proximal region of the frame;

a proximal segment comprising a clamp for cantilever mounting the assembly to a molding and a base about which the mounting hanger portion and display segment may be unitarily pivoted responsive to external forces;

a return mechanism interposed between the proximal segment and the display segment. - -

-- 3. (Original) A cantilevered display assembly according to Claim 2 wherein the frame is detachably and exchangeably connected to the mounting hanger portion. - -

-- 4. (Currently Amended) A cantilevered display assembly according to Claim 2 wherein the frame carries the source of [an] illumination system. - -

-- 5. (Currently Amended) A cantilevered display assembly according to Claim 4 ~~wherein the illumination system comprises a source of electrical power, further comprising~~ circuitry interposed between the source of power and the source of illumination and at least one light. - -

-- 6. (Currently Amended) A cantilevered display assembly according to Claim 2 [5] further comprising an access door carried by the frame through which the source of electrical power is selectively inserted and removed. - -

-- 7. (Cancelled) - -

-- 8. (Cancelled) - -

-- 9. (Currently Amended) A cantilevered display assembly according to Claim 2 [5] wherein the at least one ~~light~~ source of illumination comprises a plurality of light-emitting diodes.

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--10. (Currently Amended) A cantilevered display assembly according to Claim 2 wherein the frame of the display segment is joined to the hanger portion by removable connectors whereby the frame and advertising area can be unitarily ~~removed~~ detached from the hanger portion and replaced by another attached frame and advertising area, without removing the hanger portion from the molding. - -

-- 11. (Cancelled) - -

-- 12. (Cancelled) - -

-- 13. (Original) A cantilevered display assembly according to Claim 2 wherein the return mechanism comprises two concentric coil springs, the springs holding the proximal segment and the display segment under compression. - -

-- 14. (Original) A cantilevered display assembly according to Claim 13 wherein the two concentric coil springs are oppositely wound. - -

-- 15. (Original) A cantilevered display assembly according to Claim 13 wherein a strap extends through a hollow interior of the interior coil spring. - -

-- 16. (Original) A cantilevered display assembly according to Claim 2 further comprising interrelated male/female structure accommodating pivoting of the distal advertising segment in respect to the proximal segment. - -

- - 17. (Original) A cantilevered display assembly according to Claim 16 wherein the male/female structure comprises at least one rounded male projection contiguously resting in a matching female recess. - -

- - 18. (Original) A cantilevered display assembly according to Claim 16 wherein the male/female structure comprises a plurality of rounded male projections each disposed compressively and contiguously, under force of the return mechanism, in a matching female recess.

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- - 19. (Cancelled) - -

- - 20. (Original) A cantilevered display assembly according to Claim 2 wherein the proximal segment and the distal advertising display segment are under compressive force imposed by the return mechanism thereby accommodating pivoting up, down and laterally in either direction.

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- - 21. (Cancelled) - -

- - 22. (Cancelled) - -

- - 23. (Original) A cantilevered display assembly according to Claim 2 further comprising at least one adjustable cam interposed between the clamp and the mounting hanger portion whereby selective adjustment of the cam adjusts the orientation of the mounting hanger portion to select an angle of presentation of the display segment. - -

- - 24. (Original) A cantilevered display assembly according to Claim 2 further comprising spaced rotatable cams interposed between the clamp and the mounting hanger portion whereby selective rotation of the cams adjusts the orientation of the mounting hanger portion to select an angle of presentation of the display segment. - -

- - 25. (Original) A cantilevered display assembly according to Claim 24 wherein the cams are rotatably carried by the hanger portion, each cam comprising variable camming surfaces some portion of which contiguously engages the clamp whereby cam rotation selectively lifts and lowers a longitudinal axis of the display assembly. - -

- - 26. (Original) A cantilevered display assembly according to Claim 2 wherein the clamp proximally comprises adjustable generally oppositely directed clamping flanges for retaining engagement with flanges of a point-of-purchase molding, the clamp distally further comprising at least one pivotable connection between the clamp and the base, at least one adjustable cam being interposed between the clamp and the base whereby rotation of the base in respect to clamp is limited by a selected position of the adjustable cam. - -

- - 27. (Original) A cantilevered display assembly according to Claim 2 wherein the clamp comprises a fixed portion comprising a first molding-engaging flange, a slider portion comprising a second molding-engaging flange and a connector between the slider portion and the fixed portion by which a space between the first and second flanges can be varied to firmly engage spaced flanges of the molding. - -

- - 28. (Currently Amended) An advertising display assembly for point-of-purchase cantilever extension into a shopping aisle, the assembly comprising:

a mounting base comprising a proximal clamp by which the assembly is releasibly attached in cantilever relation to a point-of-purchase molding;

a removable advertising display associated with illumination and carried by the base and comprising a frame and an advertising area within the frame, the frame comprising a removable peripheral portion and a distal hanger portion, at least one connector releasibly joining the distal hanger portion of the frame to the peripheral portion of the frame whereby the peripheral portion of the frame and the advertising area can be unitarily ~~removed~~ detached from the hanger portion and ~~replaced with~~ another frame portion with advertising attached in place of the detached one, while the clamp remains attached to the molding.- -

- - 29. (Original) An advertising display according to Claim 28 wherein the at least one releasible connector comprises a plurality of removable fasteners which bridge between and hold the peripheral portion of the frame to the hanger portion. - -

- - 30. (Currently Amended) An advertising display according to Claim 28 ~~further comprising~~ wherein display illumination is obtained from at least one electrically powered source of illumination carried by the frame which is [and] illuminatingly visible along a length of the shopping aisle. - -

- - 31. (Original) An advertising display according to Claim 28 wherein the mounting base rotatably interfaces with the hanger portion and the peripheral portion of the frame releasibly connects to the hanger portion. - -

- - 32. (Original) An advertising display according to Claim 31 wherein the hanger portion is bifurcated. - -

- - 33. (Original) An advertising display according to Claim 28 further comprising a return mechanism respectively connected to and between the mounting base and the distal hanger portion of the frame. - -

- - 34. (Original) An advertising display according to Claim 33 wherein the return mechanism comprises at least two concentrically disposed coil springs. - -

- - 35. (Original) An advertising display according to Claim 34 wherein the coil springs are oppositely wound. - -

- - 36. (Original) An advertising display according to Claim 35 wherein the return mechanism further comprises a stabilizing strap extending through a hollow interior of the interior spring. - -

-- 37. (Original) An advertising display assembly according to Claim 28 wherein the hanger portion of the frame pivotably interfaces with a distal part of the mounting base. - -

- - 38. (Original) An advertising display assembly according to Claim 37 wherein the interface accommodates up, down and lateral motion of the advertising display. - -

-- 39. (Original) An advertising display assembly according to Claim 28 wherein at least one adjustable cam is interposed between the clamp and the remainder of the mounting base by which an angle of presentation of the advertising display assembly is selected by adjustment of the cam. - -

- - 40. (Currently Amended) A method of advertising via a display assembly, ~~for point-of-purchase merchandising in a store~~, comprising the steps of:

releasibly clamping a clamping portion of the display assembly to a shelf edge molding associated with goods being offered for sale in the store;

attaching a proximal part of a mounting portion in cantilevered relation to a distal part of the clamping portion;

pivotably interfacing a ~~frame~~ hanger portion in cantilevered relation to a distal part of the mounting portion ~~under compression~~;

~~removably and replaceably connecting a peripheral frame~~ an illuminated distal end portion carrying printed advertising material in cantilevered relation to a distal part of the hanger portion.

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- - 41. (Currently Amended) A method according to Claim 40 further comprising the steps of:

removing the ~~peripheral frame~~ distal end portion from the hanger portion while the clamping portion remains clamped to the shelf edge molding;

~~removably and replaceably connecting a second~~ distal end ~~peripheral frame~~ portion carrying ~~different~~ printed advertising material to the distal part of the hanger portion. - -

- - 42. (Currently Amended) A method according to Claim 40 wherein the compressive force is applied by a return mechanism comprising at least two concentric coil springs. - -

-- 43. (Original) A method according to Claim 40 wherein the pivotably interfacing step comprises face-to-face pivotable engagement between the mounting portion and the hanger portion.

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-- 44. (Currently Amended) A method according to Claim 40 wherein the ~~removably and replaceably~~ connecting step comprises use of at least one removable fastener. --

-- 45. (Currently Amended) A method according to Claim 40 wherein the distal end portion ~~is further comprising illuminated~~[ing] ~~by~~ at least one light ~~associated with the peripheral frame portion.~~ --

-- 46. (Currently Amended) A method according to Claim 40 wherein the printed advertising material is further comprising ~~removably~~ carried by the distal end portion ~~placing advertising in the peripheral frame portion.~~ --

-- 47. (Currently Amended) A method according to Claim 40 wherein the pivotably interfacing step comprises providing a plurality of pivot sites selectively accommodating up, down and bilateral rotational displacement of the hanger portion and the distal end ~~peripheral frame~~ portion in respect to the mounting portion. --

-- 48. (Currently Amended) A method according to Claim 40 further comprising the step of collectively adjusting an angle of presentation of the mounting portion, the hanger portion and the distal end frame portion. --

- - 49. (Original) A method of advertising via cantilevered display mechanism extending transversely into a point-of-purchase shopping aisle, comprising the steps of:

clamping a proximal clamp to a shopping aisle molding so that a mounting base extends transversely into the aisle in cantilevered distal relation to the clamp;

pivotably interfacing and compressively engaging a cantilevered advertising display segment and a distal part of the mounting base so that a proximal portion of the display segment removably and replaceably connects to a distal display portion;

exchanging the display segment by another display segment while retaining the clamp, the mounting base and proximal portion of the display segment in above-mentioned positions. - -

- - 50. (Original) A method according to Claim 49 wherein a return mechanism provides said compressive engagement. - -

- - 51. (Original) A method according to Claim 49 wherein the pivotably interfacing step comprises accommodating up, down and bilateral motion of the advertising display segment. - -

- - 52. (Currently Amended) A method of advertising via a cantilevered display mechanism extending transversely into a point-of-purchase shopping aisle, comprising the steps of:

releasibly connecting a removable and exchangeable distal display segment to a hanger segment;

supporting the distal display segment and the hanger segment in a pivotable, cantilevered relation by a base segment and a compression-imposing return mechanism;

clamping a proximal end of the display mechanism to an aisle molding;

issuing illumination from the distal display segment. - -

- - 53. (Original) A method according to Claim 52 wherein the supporting step comprises accommodating up, down and lateral displacement in both directions of the hanger and display segments in respect to the base segment. - -

- - 54. (Original) A method according to Claim 52 further comprising disconnecting the distal display segment from the hanger segment and releasibly connecting a different distal display segment to the hanger segment. - -

- - 55. (Original) A method according to Claim 52 wherein the proximal end remains clamped to the molding during the disconnecting and releasibly connecting steps. - -

- - 56. (Currently Amended) A method according to Claim 52 ~~further comprising~~ wherein the issuing illumination[ng] step comprises illuminating at least one low voltage light source carried by the distal display segment. - -

-- 57. (Currently Amended) A display comprising a peripheral frame adapted to extend[ing] transversely into a shopping aisle, two opposed advertising areas disposed within the peripheral frame, a transparent pocket comprising an opening for receiving at least one advertising card, the pocket being disposed within the frame at the advertising areas with a portion of the pocket extending through an insertion slot in the frame. - -

- - 58. (Original) A display according to Claim 57 wherein a distal portion of the pocket comprises a tab for manual insertion and removal of the pocket from the frame through the slot. - -

- - 59. (Original) A display according to Claim 57 wherein the display comprises an illumination system comprising at least one battery and further comprising a battery compartment within the frame and an access door mounted to the frame which when closed covers the compartment, the insertion slot being disposed inside the access door juxtaposed the battery compartment, whereby the pocket may be inserted into and withdrawn from the frame through the battery compartment and the access door. - -

- - 60. (Original) A cantilevered display assembly comprising:

a distal advertising display segment comprising a frame peripherally disposed in respect to an advertising area, the display segment further comprising a pivotable mounting hanger portion distally connected to the frame at a proximal region of the frame;

a proximal segment comprising a clamp for cantilever mounting the assembly to a molding and a base about which the mounting hanger portion and display segment may be unitarily pivoted responsive to external forces;

an illumination system carried by and removable from the hanger portion unitarily with the frame when the frame is removed, the illumination system comprising a source of electrical power, conductors and at least one light. - -

- - 61. (Currently Amended) A method of advertising via a display assembly for point-of-purchase merchandising in a store, comprising the steps of:

releasibly clamping a clamping portion of the display assembly to a molding associated with goods being offered for sale in the store;

attaching a proximal part of a mounting portion in cantilevered relation to a distal part of the clamping portion;

pivotably interfacing a frame hanger portion in cantilevered relation to a distal part of the mounting portion under compression;

removably and replaceably connecting a ~~peripheral frame~~ distal portion in cantilevered relation to a distal part of the hanger portion, the distal portion ~~frame~~ carrying printed advertising and ~~a self-contained~~ a source of illumination system. - -

- - 62. (Currently Amended) An advertising display assembly for point-of-purchase cantilever extension into a shopping aisle, the assembly comprising:

a mounting base segment comprising a proximal clamp by which the assembly is releasibly attached in cantilever relation to a point-of-purchase molding;

~~a removable advertising display carried by the base segment and comprising an a distal advertising portion comprising illumination and supported by a distal hanger portion, the advertising portion being removably connected to from the distal hanger advertising portion whereby the advertising portion can be unitarily removed from the hanger portion and replaced with another advertising portion while the clamp remains attached to the molding. - -~~

- - 63. (Original) A method of advertising via a cantilevered display mechanism extending transversely into a point-of-purchase shopping aisle, comprising the steps of:

releasibly connecting a removable and exchangeable distal advertising display to a hanger;
supporting the distal advertising display and the hanger in a pivotable, cantilevered relation by a proximal portion of the display mechanism;

clamping the proximal end of the display mechanism to an aisle molding. - -

- - 64. (Currently Amended) An advertising display assembly for point-of-purchase extension into a shopping aisle, the assembly comprising:

a proximal segment;

a distal segment with illumination which is deflectable in respect to the proximal segment;

a return mechanism;

anti-twist overlapping stops respectively carried by the proximal and distal segments whereby substantial axial twisting of the distal segment in respect to the proximal segment is prevented. - -

- - 65. (New) An assembly for display of printed material which extends into a shopping aisle, the assembly comprising:

a display segment with at least one source of illumination which display segment cantilevers into the aisle;

a proximal segment which releasibly attaches to a shelf adjacent to the aisle;

printed material removably carried by the display segment for customer utilization. - -

- - 66. (New) A method of promoting product sales via a cantilevered display mechanism extending transversely into a shopping aisle, comprising the steps of:

connecting a distal display segment with illumination to a proximal segment;

attaching the display mechanism at the proximal segment to a shelf along the aisle;

supporting the distal display segment from the proximal segment in cantilevered relation into and transverse of the aisle;

providing printed information at the distal display segment near the illumination to attract customers in the aisle. - -